



CASE REPORT

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| 1. Complaint reference number | 04/04 |
| 2. Advertiser | Bugal Pty Ltd (Karma Sutra) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which depicts images of a number of games that can be downloaded onto mobile phones. One such game included “Karma Sutra: the art of making love”. The image of that game included ancient sandstone figures in sexual positions.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“For heaven’s sake, how has THE KARMA SUTRA come to be pictorially represented on the streets of Sydney in suburban bus shelters?”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The game in question is the Kamasutra and is based on the classic ancient Indian text. It is currently our largest selling product so clearly has a very strong market value and thus obviously not contrary to prevailing community standards”.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the small size of the Karmasutra image in the advertisement and that the advertisement made use of traditional ancient art figures.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.